

What Every Blogger Needs to Know 101 Actionable Tips

Written by
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The Actionable Marketing Guide

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Introduction

Dear **Blogger**,

While you can just dive into blogging without heeding these tactics but your route to success will be significantly longer. Blogging has been around for a while and it's more effective to learn from the experience of other bloggers.

To get your blog on the optimal path to success, here's a blogging blueprint based on my experience. These steps matter whether your blog is targeted at a B2C, B2B, not-for-profit (NFP), solopreneur or personal audience.

Useful for newbies as well as experienced bloggers, this book provides a step-by-step checklist to get your blog on track to succeed.

Wishing you a fulfilling and successful blogging journey.

Happy marketing,

Heidi Cohen

P.S. Please sign up for our Actionable Marketing email to get more **FREE** insights!

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STEP 1:

Set your blogging goals

- Define your blog's goals to get your blog on track.

TIP 1:

Make your objectives as specific and measurable as possible.

- “Write one 500-1,000 word post and publish it every Monday” is much better than “Make money from my blog.”

TIP 2:

Develop metrics associated with your objectives.

- To ensure your goals are trackable, create metrics (aka KPIs or key performance indicators) and the means to assess them before you start.

STEP 2:

Determine your blog topic

- Many bloggers, especially personal bloggers, think they can just show up at their blog and type whatever strikes them. While technically true, this approach hinders building a loyal readership because readers don't know what to expect from your blog.

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TIP 3:

Be focused and niche.

- The more laser targeted your blog, the easier it is to develop.

TIP 4:

Select categories.

- Expand your topic into specific areas or features. While you may want to cover many topics, the reality is you need to see where your content clicks with your target readers.

TIP 5:

Consider tags.

- These are words readers use to find information on your blog. Add tags that appear in your post content.

STEP 3:

Select your target audience

- Give thought to the people you want to read your blog posts.

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TIP 6:

Define your blog's marketing persona.

- Spell out your typical reader to make it easier to create content for them, rather than thinking in the abstract. Make it like talking to a close friend. To this end, it's useful to create a [marketing persona](#).

TIP 7:

Craft your blog's social media persona.

- Understand how your target audience behaves on social media. Create a [social media persona.](#)

STEP 4:

Choose your blog's name with care

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TIP 8:

Select your blog name.

- Will you use your company, product or personal name? Will you create a totally new word like Shoemoney? How does it relate to your overall blog brand?

TIP 9:

Buy your own domain or URL.

- Don't jump onto a free service and begin blogging since it can be painful to move your blog once it gets successful. For example, I use <http://HeidiCohen.com>. Make sure the domain is easy to spell and type.

STEP 5:

Start your blog with a strong technical foundation

- **Either the blogger and/or the technical team must make these decisions before you can start blogging.**

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TIP 10:

Establish a good technical foundation.

- I recommend WordPress, an open source blogging software.

TIP 11:

Select a solid blog theme.

- Themes set the stage for your blog and can't be changed easily. They're the mechanism that formats blog content for display as a webpage. Theme templates control page layout (including the number of column and order), colors, typography and menus. They provide the user experience (UX). They can be customized. Popular options include WordPress' Twentyeleven or Copyblogger's Thesis. Here's an explanation of [blog themes](#) by my webmaster, [Larry Aronson](#).

TIP 12:

Customize your blog.

- At a minimum, change photographs, graphics and/or text in the template. Otherwise it'll look no one's home.

TIP 13:

Choose appropriate blog plug-ins.

- Plug-ins enhance and facilitate your blog's functionality. Readers can't see these pieces of code. Before installing them, check the source code. Here are [twenty options](#). Your technical support can take care of this.

TIP 14:

Install a spam filter.

- Blogs receive spam in the comment section. Set up filters to reduce the amount, if any, that gets into your customer comments.

TIP 15:

Assign administrative functions.

- Set up other users such as webmaster, contributors, editors and authors. This also incorporates password management. Don't use obvious names like Admin and Webmaster and easily guessable passwords.

STEP 6:

Develop your blog's brand

- Branding distinguishes your blog in a sea of blogs and sets it apart from your competitors. [To help you, here's a [handy branding guide.](#)]

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TIP 16:

Craft a memorable tagline.

- This is a shorthand phrase to convey what your blog is about. For example, HeidiCohen.com's tagline is Actionable Marketing Expert. Your tagline should be aligned with your positioning.

TIP 17:

Select relevant colors.

- Color is an important element of branding. Limit your palette to two or three colors. Integrate these colors across your blog and related promotions. For example, HeidiCohen.com uses red, black and grey.

TIP 18:

Create a set of graphic and visual cues.

- Think beyond a logo to graphic and/or type treatment. If your blog is part of a business, extend your business branding to your blog.

TIP 19:

Choose text presentation.

- Think in terms of how lists and quotes will appear when they're published in your blog.

TIP 20:

Decide how images are displayed.

- To certain extent this relates to your target audience and your blog personality. Will you use graphics or photographs? Do they have borders and/or titles?

TIP 21:

Determine the language used.

- Specifically, consider the language, voice and audio associated with your brand. This means will the writing convey the local way of talking, as well as whether slang will be accepted.

STEP 7:

Pick out your blog's design elements

- To aid your blog's recognition, define the following elements to ensure they're used consistently. These blog design elements should flow from your branding.

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TIP 22:

Determine your blog's look and feel.

- This gives readers a first impression. Your goal is to make them want to see more. Consider the readability factor. Is there too much competing for readers' attention?

TIP 23:

Choose your typeface.

- This is how letters appear. Fonts have a big impact on readability. Think about where and what devices readers will consume your content on. Also, the age of your readers can have an impact on ability to read your blog in terms of tiny type.

TIP 24:

Select navigation.

- Consider how people click through your blog and various ways to navigate your site.

STEP 8:

Set your blog's policies

- This encompasses a range of topics, often legal and administrative issues.

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TIP 25:

Determine your blog's Terms of Use.

- Include information that defines your copyright and licensing. Creative Commons standardizes ways in which IP (Intellectual Property) rights can be protected while allowing others to use and modify your work.

TIP 26:

Include disclaimers.

- Include information about how you'll disclose endorsements, affiliates, etc.

TIP 27:

Define your privacy policy.

- This is critical if you collect subscriber information. Outline what you'll do with their personal information.

TIP 28:

Include a blogging contingency plan.

- If your blog is for a business or other organization, consider having a blogging [contingency plan](#).

STEP 9:

Create basic static blog pages

- Static blog pages contain useful information for readers. Many bloggers neglect to do these when they create their blog.

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TIP 29:

Develop an About page.

- This page explains your blog's purpose. Here's a list of detailed guidelines to help you create your [About page](#). If your blog is a business or not-for-profit (NFP) that's not integrated with your website or acts as a stand-alone website, include information or additional pages to describe your organization.

TIP 30:

Provide author pages (especially if there's more than one writer).

- Allow writers a place to shine and connect by making it personal and adding photographs.

TIP 31:

Ensure visitors can contact you.

- Add a contact page so prospects, customers and the public to contact you. Include phone, email, and/or social media options as appropriate for your blog or organization.

TIP 32:

Add your physical location.

- This is particularly important if you have a retail operation or physical locations people visit. Add a page for locations, maps and hours of operations. (It also helps local search.)

STEP 10:

Pay attention to your blog's sidebar content and widgets

- **Determine what information and/or widgets will appear in the one or two columns of your blog. Bear in mind that some of this information can slow your blog load time!**

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TIP 33:

Enable visitors to search your blog.

- Let readers to search your blog using the words they choose. Make the blog search functionality easy-to-find or readers will leave your blog.

TIP 34:

Make your archives available.

- Allow readers to search for older posts by date, category, tag, or author.

TIP 35:

Add a calendar if it's useful for your blog or business goals.

- Consider whether you need a blog calendar for events such as sales or live events.

TIP 36:

Include a blogroll.

- While blogger opinion about the value of a blogroll is mixed, if you have one, consider the blogs you spotlight and why.

TIP 37:

Add feeds from other blogs or content.

- This can be useful if your blogging schedule is infrequent.

STEP 11:

Establish a blog content strategy

- Blog content is the core of your blog's offering.

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TIP 38:

Develop a blog voice.

- While blogs like other forms of social media require a human voice, it's important to determine how your writing will communicate through your [blog's voice](#).

TIP 39:

Form a set of regular features.

- Create departments and features to offer a variety of types of content on a consistent basis. Decide what's important for your readers such as news roundups, interviews, opinions, how tos, research and case studies.

TIP 40:

Create a set of post structures.

- Set standards for each column or make all content the same so readers know what to expect. For example, all of 12Most.com's columns have a tightly defined structure. They are a list of twelve points and the title starts 12 Most.

TIP 41:

Determine blog post length.

- There's a lot of disagreement about this topic. I recommend the optimal [blog post length](#) is 500 to 1,000 words. Strong, well structured content can exceed 1,000 words as do SocialMediaExaminer.com's posts.

TIP 42:

Write the best quality content you can.

- Having good English including grammar and no misspellings is important for your blog's brand. If writing English is a challenge, pay an editor to help you.

TIP 43:

Craft magnetic blog headlines.

- Post titles influence whether readers will read or share your content. Take the time to make them work! Here's how to write [killer blog titles](#). Stuck in a title rut? Here are [99 free blog titles](#).

TIP 44:

Format content for improved readability.

- Think in terms of typeface and background designs that peaks through your text. Is there too much competing for readers' attention including the information and ads in your sidebar? To aid quick consumption of your content, using bolding and bulleting.

TIP 45:

Curate other people's content.

- Consider links, comments, images and more. If you decide to include other people's content, ensure that you have the right to do so. Also, link to the original source of the information.

TIP 46: **Define your** **guest blog post policy.**

- Determine whether you'll accept posts from other bloggers. If so, what are your guest blogger guidelines? Personally, I don't accept guest posts since HeidiCohen.com is in my name.

STEP 12:

Use images and other media

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TIP 47:

Include an image to attract attention.

- Photographs help pull readers in. Use a small image in every post to pull readers in. (Note: Make sure you have the right to use the image or photograph.)

TIP 48:

Use photographs, video and presentations in addition to or in lieu of text content.

- Break up your content with non-text content.

TIP 49:

Spotlight your customers and/or their work.

- Use photographs to let your customers strut their handiwork. Remember everyone wants their fifteen seconds of fame.

STEP 13:

Incorporate search optimization

- Blogs are an important element of any search optimization program. Here are [search optimization tips from fifteen experts.](#)

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TIP 50:

Consider your information architecture.

- This drives the ways people seek your information and navigate around your blog. (Hat tip to Shari Thurow!)

TIP 51:

Use post URLs to feed search robots.

- Write post URLs using real words including your keywords, not a bunch of numbers.

TIP 52:
**Select top keywords
for which you want to rank.**

- Know which terms are important for gathering notice. What words are important to your target audience? What words do they use when they search? Focus on one word per post. Do keyword research to help plan your blog posts.

TIP 53:

Use links in every column.

- Link to other materials on your website as well as on third party sites. Links are important for connecting with other members of the blogosphere. Do your posts use links effectively to describe information readers will get? Do you link to your past posts to get readers to delve deeper into your content? Do you offer links at the bottom of your post to encourage further reading?

TIP 54:

Optimize non-text content.

- Ensure that you've associated appropriate search text with images and other content to aid your search efforts.

STEP 14:

Develop your blog team

- While this point is targeted at business bloggers, every blogger needs some support.

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TIP 55:

Attract bloggers.

- Consider who will write the blog. Is it just you or will you have help from other members of your team or professional writers?

TIP 56:

Provide research support.

- If you have the resources, get help looking for the latest news.

TIP 57:

Get a copyeditor.

- Have someone to review everything before it's published.

TIP 58:

Include creative support.

- Get support from trained artists to help attract readers.

TIP 59:

Have a friendly geek on speed dial.

- If you're not part of an organization, have someone you can call for small fixes and other technical difficulties.

TIP 60:

Plan for blog vacations.

- Have you made plans for how to keep your blog going if you're on vacation or sick? Here are six ways to prepare for a [blog vacation](#).

STEP 15:

Build your blog's editorial calendar

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TIP 61:

Create an editorial calendar for your blog content.

- Incorporate your on-going promotions (if applicable) and seasonality. Map out your regular columns and other seasonal content. (For organizations, here's where your marketing efforts need to be coordinated.)

TIP 62:

Plan for content reuse.

- Consider how you can extend your content across channels. This is particularly important for business-oriented blogs. (Here are [twenty-seven ideas](#) to help you)

TIP 63:

Maintain an on-going post idea file.

- No matter how creative you are, there's always the potential to run out of blog post ideas. Keep an on-going file of titles, pieces of posts and photographs to ensure your writing never goes dry.

TIP 64:

Have your posts edited.

- No matter how good a writer you are, it helps to have a second set of eyes to review your content. At a minimum, get your partner, spouse or kids to read what you've written.

TIP 65:

Add technical finishing.

- It's useful to have technical support handy to help get your post loaded and displayed the way you'd like it to appear.

STEP 16:

Distribute your blog posts

- Offer readers different options for how they can receive your blog content.

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TIP 66:

Encourage email registration.

- Enable readers to receive your content when and how they want it. Use an outside email provider (which is good if you have additional content) or Feedburner (which is owned by Google)

TIP 67: Provide for RSS (or feed) subscription.

- While this technology usage is on the decline, it's easy to install and helps drive readers.

TIP 68:

Provide for mobile consumption.

- Allow your readers to consume your posts on-the-go.

TIP 69:

Direct readers to related posts on your blog.

- Either manually or via widgets, add related articles at the end of your blog post to keep readers on your blog.

TIP 70:

Distribute content to social media platforms.

- Automate blog feeds to send your published posts to Facebook, LinkedIn and/or Twitter. (Note: Personally, I prefer to write tailored tweets and Google+ updates.)

STEP 17:

Promote your blog

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TIP 71:

Share your blog posts in your emailings.

- For businesses, this means your newsletter, promotions and customer service inquiries. Also consider adding appropriate links to your sales confirmations.

TIP 72:

Feature your blog on your website.

- The goal is to get it maximum visibility. Include a button in your navigation as well as other promotion.

TIP 73:

Link to your blog where appropriate.

- On product pages, link to blog posts explaining how to use your offering.

TIP 74:

Promote your blog posts in your email signature file.

- Include a link to your blog in your email signature file. If you're part of a larger organization, have everyone use this link.

TIP 75:

Include your blog on your business cards.

- Add a line to let people know about your blog.

TIP 76:

Add your blog to your offline marketing.

- Include a link or an excerpt of a post in your printed marketing communications.

TIP 77: **Put out a press release.**

- In today's media world, social media press releases can be a cost effective way to get your name out there.

STEP 18:

Incorporate social media into your blog plan

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TIP 78:

Join a community of bloggers.

- Think: ***The Blogosphere Wants You!***
Instead of trying to create an audience from scratch, leverage an existing base of readers. The 12 Most blog is a great example of this. Also, use social media tools like Triber.

TIP 79:

Make your blog content sharable.

- Add appropriate social sharing buttons to each post to encourage reader sharing.

TIP 80:
**Add your blog's URL to your
social media profiles.**

- Let people know that you're a blogger.

TIP 81:

Comment regularly on other people's blogs.

- Get known by contributing to the conversation. This means writing more than just “great post”.

TIP 82:

Write guest posts for other blogs.

- Borrow other people's audiences. This is a win-win. It provides a source of free content for the blog and exposure for the blogger as well as a link back to your blog.

TIP 83:
**Be active across
social media platforms.**

- Connect with your family, friends and colleagues on different social media sites.

TIP 84:

Participate in relevant Twitter chats.

- Expand your reach with new people who are also involved in your topic. At a minimum, stop by #BlogChat on Sunday events at 9.00pm east coast time. (Here's a Twitter Chat guide.)

TIP 85:

Pay-it-forward by sharing other people's content.

- Become known as an expert in your field. Get people to pay attention to your social media participation.

TIP 86:

Share your own posts on social media.

- If you've built a following and help others, it's acceptable to share your blog posts. Don't only use your social media presence just to blast out your own content.

TIP 87:

Attend live events to meet people.

- To expand your network, get out from behind your computer screen. Find people with similar business interests or personal hobbies.

TIP 88:
**Use back channels to ask social
media colleagues to share your
posts.**

Understand that it has to be great content
and that they'll expect you to share their
content.

TIP 89:

Ask readers to connect with your blog via social media.

- Be active on Facebook, LinkedIn or Twitter. Don't overlook category specific social media networks.

STEP 19:

Cultivate

blog comments

- While publishing your post is the beginning of the conversation, there are no comment fairies.

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TIP 90: **Develop a commenting policy.**

- Set the rules for readers to engage on your blog. Include policies about foul language, politics and links.

TIP 91:

Choose a good comment plug-in.

- Understand commenters want to see their input appear on your site. While I appreciate the desire to personally vet your comments, but once your blog reaches a critical level of comments, it gets difficult to do. Use Disqus or CommentLuv or other option to support you. It's not foolproof but it helps.

TIP 92:

Respond to comments.

- If readers take the time to comment, it's good manners to answer them. Also, it significantly increases the number of comments.

STEP 20:

Monetize your blog

- **Generating revenue is a core blog goal for many bloggers.**

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TIP 93:

Ask for donations.

- Get readers to subsidize your blog efforts by donating an amount of money they think your content is worth. The money can go to you or a charity of your choosing.

TIP 94:

Offer products for sale.

- Create and sell content related products or support your existing business offering. Here's a great example of [how to use your blog to sell.](#)

TIP 95:

Sell subscriptions.

- For blogs, subscriptions must provide additional value in the form of a forum and/or newsletter.

TIP 96:

Incorporate ads.

- Use a third party sales service that's tailored for blogs such as BlogAds or Google adsense. Alternatively, sell them directly yourself. Think about the products you support and want to promote on your blog since there's an unstated endorsement.

TIP 97:

Build sponsorship opportunities.

- Sponsorships are a specialized form of brand advertising where you're compensated for brand association.

TIP 98:

Add affiliate marketing.

- [Affiliate marketing](#) is online marketing's version of an extended sales force. Media sites, including blogs, make a percentage of the sale referred from the site.

TIP 99:

Leverage third party distribution like Amazon and iTunes.

- Register with Amazon to sell a Kindle version of your blog content or an e-book. Alternatively, use iTunes to sell podcasts.

STEP 21:

Track blog results

- **Relate your results back to your blog goals.**

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TIP 100:

Integrate third party metrics.

- Incorporate Google Analytics or other web metrics tracking. There are often differences between your blogging software's numbers and third party site results. While bloggers prefer the better numbers, the third party data is considered more accurate.

TIP 101:

Assess progress against blog goals.

- Depending on your goals, your metrics may vary. Here are [forty blog metrics](#) and tailored [business blog metrics](#).

Parting Words of Support

Dear **Blogger**,

Remember blogging is a journey you make with your readers. It progresses with each new post and the engagement that follows its publication.

These 101 actionable blogging tips go a long way to helping you get your blog started on the right track. It's up to you to do the hard work of showing up at your computer on a regular basis to create the best content you can.

Give yourself permission to try new things and fail in order to learn how to improve your blog.

We welcome your feedback and insights as to the advice do you wish you had had before you started blogging.

Wishing you a fulfilling and successful blogging journey.

Happy marketing,
Heidi Cohen

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Heidi Cohen

President

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- Has integrated, social media & content marketing experience. Simplifies the complex concepts behind today's evolving marketing challenges.
- Develops and delivers corporate training as well as teaches graduate level marketing at various universities.
- Writes regularly for various publications & clients including ClickZ and Content Marketing Institute.
- Blogs at HeidiCohen.com, a Top 10 Social Media in 2012 & a Top 10 Content Marketing blog in 2011.

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